Why Western Mass? IT'S SIMPLE.

Attractions.

Let's be honest. Meetings are all about the destination. In Western Mass, your attendees will want to come early and stay late to see all the region has to offer. We're known for innovation and ingenuity, laying claim to the first gas-powered engine, first national armory and birthplace of basketball, volleyball and Dr. Seuss. Here's just a sample of what we have to offer:

- MGM Springfield
- Naismith Memorial Basketball Hall of Fame
- Springfield Museums & The Amazing World of Dr. Seuss Museum
- Springfield Armory National Historic Site
- Yankee Candle Village
- The Big E – New England’s State Fair
- Six Flags New England
- Bright Nights at Forest Park
- Outdoor Adventure: zip lining, rafting, rowing, cycling and skiing
- Norman Rockwell Museum
- Eric Carle Museum
- Historic Deerfield
- Old Sturbridge Village

Affordability.

Now that we've set the tone for a great meeting, let's talk price. With the variety of meeting options like a state-of-the-art convention center, indoor and outdoor exhibition space, unique venues, hotel and college meeting space and MGM Springfield, we have the space to meet any budget. To summarize:

- Big city amenities with an appealing price tag
- GSCVB partners with the MassMutual Center and hotel partners to create the most appealing package for your event
- 1,375 overnight rooms in downtown Springfield with full-service and limited-service properties

Accessibility.

Access couldn't be easier, no matter where your attendees are traveling from. Interstates 90 and 91 – the “Crossroads of New England” – run through the heart of the region. Amtrak, CT rail and Peter Pan Bus Lines’ also provide ground-transportation and all major carriers fly into Bradley International Airport. You'll also find plenty of parking near the convention center and hotels. Wait, there's more:

- The Loop – shuttle service between MGM Springfield, Union Station, downtown Springfield and downtown Springfield hotels operates hourly Wednesday – Sunday and it’s FREE!
- Union Station is in walking distance to major hotels.
- Bradley International Airport
- Hartford/Springfield is 20 minutes from downtown
- Springfield is only 25 minutes from Hartford, CT; 1.5 hours from Boston, Providence, RI and Albany, NY

The experienced sales staff at the Greater Springfield Convention & Visitors Bureau is eager to help get you started planning your next meeting, convention or event!

explorWesternMass.com
The Greater Springfield Convention & Visitor Bureau (GSCVB) is here to help you! We want to make sure your guests have a memorable experience and get to enjoy the many unique and great attractions located in Western, MA!

Meeting Planning Assistance

- Site visit coordination
- Entertainment, social events and unique meeting space suggestions
- Access to local media lists
- Itineraries for spouse/youth/children’s activities
- Pre and post-convention tour itineraries
- Hospitality Alerts/Pre-Convention Meetings
- List of Vendors
- Complimentary use of Housing Bureau

Promotional & Hospitality Materials

- Official Guide to Western MA – Visitor guide
- Downtown Check –In Challenge for attendees
- Downtown Springfield walking map highlighting cultural attractions & dining
- Welcome Signs

Attendance Builders

- Promotional materials at previous conventions
- Online image library and logo
- Link to explorewesternmass.com
- Promotional videos
- Social Media Content
Western Massachusetts is easy to get to - and easy to get around! The region has four airports including traveler-friendly Bradley International Airport, which is served by all major airlines and is just 20 minutes south of Springfield. You'll also find regularly scheduled rail service, daily bus service throughout the region and beyond, car rental and limousine services and other transportation options.

**Planes**

Bradley International Airport (BDL) in Windsor Locks, CT is 17 miles from Springfield

TF Greene Airport (PVD) in Providence, RI is 91 miles from Springfield

Logan International Airport (BOS) in Boston, MA is 92 miles from Springfield

Albany International Airport (ALB) in Albany, NY is 95 miles from Springfield

Bradley International Airport is New England’s second largest airport and is located 17 miles from the Springfield Convention District. The airport is served by 15 airlines including 2 low-fare carriers and 9 major cargo carriers. There are approximately 400 daily flights serving approximately 19,000 passengers daily. Bradley Airport offers 8 of the most car rental companies and has onsite taxi service.

**Trains**

For those attendees coming from Boston, New York, New Jersey and Pennsylvania, the train is a great option. Amtrak currently provides direct service from all cities in the Northeast Corridor. Frequent daily train service to Springfield from Washington, Baltimore, Philadelphia, New York City, New Haven, CT and many other cities throughout the Northeast. Many discounts are available; AAA, groups, veterans, students, etc. Call 800-USA-RAIL for qualifications and availability.

**Automobiles**

Headquartered in downtown Springfield Peter Pan Bus Lines specialize in convention & meeting transportation (hotel shuttles, tours, airport transfers) Peter Pan also offers daily service to Boston, Connecticut and New York City.

Chicopee based King Gray Coach lines offers car service, mini bus and full size motorcoahes with a full service tour department.

Let our convention services team contact our transportation partners to coordinate the best transportation for your group.
Springfield Museums & Dr Seuss Memorial Garden
Within walking distance from downtown meeting venues you will find the Springfield Museums at the Quadrangle and the Dr. Seuss National Memorial Sculpture Garden. Visit the Science Museum or another one of the five museums on the grounds. Spend time with Dr. Seuss' beloved life-size bronze characters set outdoors. Visit the Cat in the Hat, Horton the Elephant, the Grinch and his dog Max, Sam-I-Am, Thidwick the Big-Hearted Moose, the Lorax and Yertle the Turtle! Attendees will love the brand new Amazing World of Dr. Seuss Museum!

Naismith Memorial Basketball Hall of Fame
Springfield is proud to be the home of basketball. The game was invented right up the road from where the Hall of Fame stands today. The Hall Combines History with State-of-the-Art Technology to provide the Ultimate Experience. The Museum features countless Exhibits, Interactive Games, Memorabilia and Artifacts, as well as Coaching Clinics and Player Appearances. Spend time on center court learning to dribble or perfecting your jump shot! The Hall is undergoing a museum-wide renovation, slated to open in early 2020.

Springfield Armory
Just passed the Springfield Museums you will find the First National Armory, home to innovative manufacturing and the world's largest historic American military firearms collection. For 174 years, the men and women of Springfield Armory shaped America's destiny through pioneering technological innovation, improved manufacturing processes, and increased use of laborsaving machines. Today, Springfield Armory National Historic Site preserves and interprets this colorful history in original buildings on their historic grounds through museum displays, public programs, notable collections, activities, and internet resources. Admission is free.
Candles, Butterflies & Candy
Start your day exploring the second most visited tourist attraction in Massachusetts...Yankee Candle Flagship Store in South Deerfield. Browse through the Bavarian Christmas Village- Santa’s year round home. Lose yourself in the kitchen and home accessories shop, and don’t forget about the endless selection of candles – make wax hands and even dip your own. Then off to Magic Wings Butterfly Conservatory and Gardens, a 4000+ square foot glass enclosed conservatory with over 2,500 live butterflies from all over the world. Round out the day with a delicious stop at Richardson candy kitchen!

Six Flags New England
Six Flags New England, the Thrill Capital of New England, has over 100 rides, shows, attractions and is home to New England’s largest water park, Hurricane Harbor. Six Flags New England also offers 11 rollercoasters and New England’s largest Halloween attraction, Fright Fest.

International Volleyball Hall of Fame
Dedicated to honoring those who have made outstanding contributions to this international sport and to fostering the appreciation of the historical development of the game by collecting, preserving and exhibiting its collections for a global audience.

Caterpillars and Cookies
Together with his wife Barbara, Eric Carle, the renowned author and illustrator of more than 70 books, including the 1969 classic The Very Hungry Caterpillar, founded The Eric Carle Museum of Picture Book Art as the first full-scale museum in this country devoted to national and international picture book art. The Museum’s 40,000 square-foot building houses three Galleries dedicated to rotating exhibitions of picture book art from around the world; a hands-on Art Studio for creating masterpieces of one’s own. Atkins is a great stop for lunch and a treat from their extensive bakery.

Connecticut Science Center
The Connecticut Science Center, only 1/2 hour from Springfield, immerses visitors in fun and educational hands-on activities. Come experience over 150 exhibits in 10 galleries and live science demos daily. There’s even a 3D cinema, gift shop, roof garden and cafe.

Outdoor Adventure
There are so many great places to explore in Western MA’s great outdoors - and so much to do, from golfing to camping, hiking, biking, fishing, boating, rowing, rafting and zip lining!
$950-million integrated luxury resort and entertainment destination offers:

- Gaming Floor with over 2,500 slot machines, over 90 gaming tables, a poker room and a high limit VIP gaming area
- Seven Luxury Regal Cinemas – 650 seats
- Topgolf Swing Suites
- TAP Sports Bar, Arcade & Bowling

- The Plaza – outdoor dining & entertainment
- 34,000 square feet of dynamic and flexible space

Dining:
- TAP Sports Bar
- Commonwealth Bar & Lounge
- The Chandler Steakhouse
- Costa Italian Restaurant
- South End Market
No trip to Western MA is complete without a visit to Springfield. You will find Springfield’s nightlife heavily concentrated in the Worthington Street/Bridge Street area where a strip of ever changing beer-and-pool joints, music bars, and hip eateries lies along the two popular streets.

**Convention District**
- Red Rose Pizzeria
- Nadim’s Mediterranean Grille
- Theodore’s- Booze, Blues and BBQ
- The Student Prince
- MVP.pub
- Pick’s

**Riverfront**
- Commonwealth Bar & Lounge
- The Chandler Steakhouse
- Costa
- South End Market
- TAP Sports Bar
- Uno Chicago Grill
- Max’s Tavern
- Plan B Burger Bal
- The Place to Be (opening spring 2022)